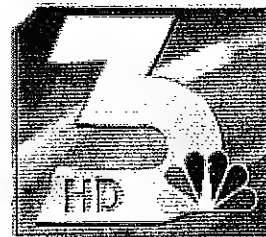


**ORDER**

KSNV

**Orders**

Order / Rev: 104859  
 Alt Order #: 06837381  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S  
 Flight Dates: 07/30/12 - 08/06/12  
 Original Date / Rev: 07/27/12 / 07/27/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

**Agency**

Name: Shorr Johnson Magnus  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
1831 Chestnut St.  
Philadelphia, PA 19103

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**

Name: Berkley, Shelley for Senate  
 Demographic: A35+  
 Product Codes: PLC01  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:05:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 07/30/12   | 08/06/12 | 25      | \$26,225.00  | \$22,291.25 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2012   | 25        | \$26,225.00        | \$22,291.25        | 0.00        |
| <b>Totals</b> | <b>25</b> | <b>\$26,225.00</b> | <b>\$22,291.25</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

| Order Share | Share | Total       |
|-------------|-------|-------------|
| KSNV        | 36%   | \$26,225.00 |
| Market      | 100%  | \$72,847.22 |

**Competitive Share**

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KLAS              | 30%   | \$21,854.17 |
| KLVX              | 0%    | \$0.00      |
| KSNV-             | 0%    | \$0.00      |
| KTNV              | 15%   | \$10,927.08 |
| KTUD              | 1%    | \$728.47    |
| KVVU              | 15%   | \$10,927.08 |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 3%    | \$2,185.42  |

| Ln  | Ch   | Start    | End      | Inventory Code            | Break | Start/End Time | Days   | Len | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount     |
|-----|------|----------|----------|---------------------------|-------|----------------|--------|-----|-------|----------|-----|------|------|-------|------------|
| E 1 | KSNV | 07/30/12 | 08/06/12 | M-F 6-7a WakeUp w/WagM    |       | 6-7a           | M----- | :30 | 1     | \$700.00 | 1   | 0.00 | NM   | 2     | \$1,400.00 |
|     |      |          |          | M-F 6-7a WakeUp w/Wagners |       |                |        |     |       |          |     |      |      |       |            |

**NEWS**

| Start Date     | End Date | Weekdays | Spots/Week | Rate     | Rating |
|----------------|----------|----------|------------|----------|--------|
| Week: 07/30/12 | 08/05/12 | M-----   | 1          | \$700.00 | 0.00   |

Order / Rev: 104859  
 Alt Order #: 06837381  
 Flight Dates: 07/30/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S

KSNV

| Ln             | Ch   | Start             | End             | Inventory Code                                     | Break             | Start/End Time | Days        | Len  | Spots         | Rate       | Pri | Rtg  | Type   | Spots | Amount      |
|----------------|------|-------------------|-----------------|--|-------------------|----------------|-------------|------|---------------|------------|-----|------|--------|-------|-------------|
| E 1            | KSNV | 07/30/12          | 08/06/12        | M-F 6-7a WakeUp w/Wag<br>M-F 6-7a WakeUp w/Wagners | CM                | 6-7a           | M-----      | :30  | 1             | \$700.00   | 1   | 0.00 | NM     | 2     | \$1,400.00  |
| NEWS           |      |                   |                 |  |                   |                |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    | <u>Spots/Week</u> |                | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 07/30/12 |      | 08/05/12          | M-----          | 1  |                   | \$700.00       |             | 0.00 |               |            |     |      |        |       |             |
| Week: 08/06/12 |      | 08/12/12          | M-----          | 1  |                   | \$700.00       |             | 0.00 |               |            |     |      |        |       |             |
| E 2            | KSNV | 07/31/12          | 08/03/12        | Today Show<br>Today Show                           | CM                | 658a-9am       | -TW-F--     | :30  | 3             | \$1,400.00 | 1   | 0.00 | NM     | 3     | \$4,200.00  |
| TODAY          |      |                   |                 |  |                   |                |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    | <u>Spots/Week</u> |                | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 07/30/12 |      | 08/05/12          | -TW-F--         | 3  |                   | \$1,400.00     |             | 0.00 |               |            |     |      |        |       |             |
| E 3            | KSNV | 08/06/12          | 08/06/12        | Today Show<br>Today Show                           | CM                | 658a-9am       | M-----      | :30  | 1             | \$1,400.00 | 1   | 0.00 | NM     | 1     | \$1,400.00  |
| TODAY          |      |                   |                 |  |                   |                |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    | <u>Spots/Week</u> |                | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 08/06/12 |      | 08/12/12          | M-----          | 1  |                   | \$1,400.00     |             | 0.00 |               |            |     |      |        |       |             |
| E 4            | KSNV | 08/06/12          | 08/06/12        | M-F Early News<br>M-F Early News                   | CM                | 5-630p         | M-----      | :30  | 1             | \$1,000.00 | 1   | 0.00 | NM     | 1     | \$1,000.00  |
| NEWS           |      |                   |                 |  |                   |                |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    | <u>Spots/Week</u> |                | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 08/06/12 |      | 08/12/12          | M-----          | 1  |                   | \$1,000.00     |             | 0.00 |               |            |     |      |        |       |             |
| E 5            | KSNV | 07/30/12          | 08/03/12        | M-F Early News<br>M-F Early News                   | CM                | 5-630p         | MTWTF--     | :30  | 5             | \$1,000.00 | 1   | 0.00 | NM     | 5     | \$5,000.00  |
| NEWS           |      |                   |                 |  |                   |                |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    | <u>Spots/Week</u> |                | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 07/30/12 |      | 08/05/12          | MTWTF--         | 5  |                   | \$1,000.00     |             | 0.00 |               |            |     |      |        |       |             |
| E 6            | KSNV | 07/30/12          | 08/03/12        | M-F Jeopardy<br>M-F Jeopardy                       | CM                | 630-7pm        | MTWTF--     | :30  | 5             | \$1,100.00 | 1   | 0.00 | NM     | 5     | \$5,500.00  |
| JEP            |      |                   |                 |  |                   |                |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    | <u>Spots/Week</u> |                | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 07/30/12 |      | 08/05/12          | MTWTF--         | 5  |                   | \$1,100.00     |             | 0.00 |               |            |     |      |        |       |             |
| E 7            | KSNV | 08/06/12          | 08/06/12        | M-F Jeopardy<br>M-F Jeopardy                       | CM                | 630-7pm        | M-----      | :30  | 1             | \$1,100.00 | 1   | 0.00 | NM     | 1     | \$1,100.00  |
| JEP            |      |                   |                 |  |                   |                |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    | <u>Spots/Week</u> |                | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 08/06/12 |      | 08/12/12          | M-----          | 1  |                   | \$1,100.00     |             | 0.00 |               |            |     |      |        |       |             |
| E 8            | KSNV | 08/06/12          | 08/06/12        | Olympics Late News 3<br>Late News during Olympics  | CM                | 11pm-12:35am   | M-----      | :30  | 1             | \$1,000.00 | 1   | 0.00 | NM     | 1     | \$1,000.00  |
| NEWS           |      |                   |                 |  |                   |                |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    | <u>Spots/Week</u> |                | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 08/06/12 |      | 08/12/12          | M-----          | 1  |                   | \$1,000.00     |             | 0.00 |               |            |     |      |        |       |             |
| E 9            | KSNV | 07/30/12          | 08/03/12        | Olympics Late News 3<br>Late News during Olympics  | CM                | 11pm-12:35am   | MTWTF--     | :30  | 5             | \$1,000.00 | 1   | 0.00 | NM     | 5     | \$5,000.00  |
| NEWS           |      |                   |                 |  |                   |                |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    | <u>Spots/Week</u> |                | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 07/30/12 |      | 08/05/12          | MTWTF--         | 5  |                   | \$1,000.00     |             | 0.00 |               |            |     |      |        |       |             |
| E 10           | KSNV | 08/04/12          | 08/04/12        | Saturday Today<br>Saturday Today                   | CM                | 7a-9am         | -----S-     | :30  | 1             | \$625.00   | 1   | 0.00 | NM     | 1     | \$625.00    |
| SAT TODAY      |      |                   |                 |  |                   |                |             |      |               |            |     |      |        |       |             |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    | <u>Spots/Week</u> |                | <u>Rate</u> |      | <u>Rating</u> |            |     |      |        |       |             |
| Week: 07/30/12 |      | 08/05/12          | -----S-         | 1  |                   | \$625.00       |             | 0.00 |               |            |     |      |        |       |             |
|                |      |                   |                 |  |                   |                |             |      |               |            |     |      | Totals | 25    | \$26,225.00 |